

Rosalía Becomes Calvin Klein's New Campaign Face

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Calvin Klein have selected Spanish Grammy-winning artist Rosalía as the face of their Fall 2025 underwear collection campaign.

The announcement marks a bold move blending her music icon status with high-fashion endorsement for global brand recognition. The Grammy-winning Spanish star brings her magnetic stage presence into the world of high fashion, captured through surrealist visuals shot by Carlijn Jacobs. The campaign showcases Calvin Klein's signature collections—Icon Cotton Modal, Heritage Cotton, and Perfectly Fit—styled with bold artistic elements, from serpentine props to dreamlike bathtub imagery.

Visual Storytelling

Photographer Carlijn Jacobs created campaign imagery marked by daring sensuality fused with surreal, dreamlike visual narrative motifs.

Rosalía appears in Icon Cotton Modal styles, lounging in evocative settings, including a bathtub and alongside a python.

Product & Design Highlights

The campaign highlights multiple signature lines, including Icon Cotton Modal, Heritage Cotton, and Perfectly Fit underwear for versatility.

Icon Cotton Modal features innovative Infinity Bond waistband, designed with bonded hook-and-eye closures for seamless comfort.

Rosalía's Connection & Sentiment

Rosalía described Calvin Klein underwear as long-standing wardrobe staples and referred to the campaign as a full-circle career milestone.

She called this opportunity “an honour” which beautifully symbolises closing creative loops in her artistic journey.

Campaign Context & Legacy

This is Rosalía's first Calvin Klein campaign, joining prior ambassadors such as Bad Bunny, Jeremy Allen White, and Camila Morrone.

Her inclusion continues the brand's tradition of powerful celebrity-driven underwear campaigns blending cultural moments and fashion allure.

Surrealist Flair

The surrealist tone of the campaign includes dramatic visuals—Rosalía submerging in water or posing with an albino snake as striking props.

These bold artistic choices enhance the narrative, blending luxury minimalism with magical and unconventional styling storytelling.

Strategic Timing

The campaign launch aligns with Rosalía's expanding fashion influence following recent partnerships with New Balance, Dior, Acne Studios, and MAC Cosmetics.

Her growing fashion portfolio and rising artistic profile make this collaboration timely and impactful globally.

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